

Keir Moreano – Head of Strategy

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Top professional achievements

- Founded, operated, and sold small strategy focused agency.
- Won Gold Effie for leading Halo 4 campaign in strategy
- Nominated for an Emmy as the producer of HBO's True Blood main title sequence.

Education

- New York University, Tisch School of The Arts, BFA, Film & Television,
- The Miami Ad School Bootcamp for Account Planners, San Francisco

Top skills & capabilities

Creative Development

Team / Capabilities Building

Research & Insights

Integrated Media Planning

Brand Architecture

Partnership marketing

Brand Experience



About:

Documentary filmmaker turned business & marketing strategist, with broad experience ranging from intellectual property development, to research and insights, to playing key roles in hyper collaborative creative teams. Strong industry experience with healthcare, tech, gaming, and entertainment brands. Entrepreneurial and collaborative by nature. Praised for client facing skills, creative innovation, and team building.

Experience:



Head of Strategy/ Co-Founder

Tailors & Spies, Seattle WA, 2018 – Present (Sold Feb 2020)

Co-founded an agency start-up blending management consulting and advertising strategy together. Revenue growth \$1.3M+ in first year and delivery of highly effective (200%+ YoY) delivery on client objectives.

Clients: Seattle Cancer Care Alliance, Shimano, Microsoft, T-Mobile and special project with NFL/Microsoft Super Bowl activation.



Director of Strategy

The Wexley School for Girls, Seattle WA, 2016 – 2018

Built comprehensive influencer marketing and digital media strategy team staffing and managing a five-person group and piloted a social listening practice. Led winning pitches with, Amazon, Shimano, Humm Kombucha, Blizzard Entertainment, Overwatch League. Promoted to Managing Director to manage over \$15M in revenues. Ad Age Small Agency of Year Award (Gold)



Director of Content Marketing

Wunderman, Seattle, WA, 2014 – 2016

Built new product offering (Content Marketing) for Wunderman, managing a team of 5 full time employees and a freelance staff of 6. Work across Microsoft Dynamics, Office 365, and T-mobile. Directly oversaw and helped grow \$8M+ in company revenues.



Director of Strategy (Associate)

Wunderman, Seattle, WA, 2013 – 2014

Hired 3 new employees and managed strategic planning team of 8 responsible for Customer Relationship Management (CRM) accounts for Microsoft B2B and T-Mobile consumers. Won two Gold Addy Awards for Quest of the Cloudwalker interactive game. Pitched and won \$800K Gap, Inc. deal to build loyalty program for Banana Republic.



Brand Strategist

TWOFIFTEENMCCANN, San Francisco, CA 2012 – 2013

Led strategy on Xbox titles and coordinated integrated multi-agency messaging strategy. Strategist on Halo 4 global marketing campaign spanning 6 countries. Campaign awards included a Gold Effie, Ogilvy, and three GMAs (Video Game Marketing Awards).



Brand Strategist (Jr)

Goodby, Silverstein, & Partners, San Francisco, 2011-2012

Assisted in brand strategy for Nintendo and HP accounts and provided regular insights reports on HP to team of 50. Won the prestigious Jay Chiat 4A's Pick of the Litter Award in Strategic Planning for work on Nintendo's Fossil Fighters - Champions



Filmmaker & Creative Director

Freelance, New York, Los Angeles, & beyond, 2003 – 2012

Established and managed film production company to produce a feature-length documentary films shot in five countries. Additionally directed and earned favorable New York Times review for second feature-length documentary, As the Call, So the Echo, shown on PBS, distributed with Netflix and Cinetic Media. Producer of HBO True Blood Main Title sequence with Digital Kitchen.